



Virginia Green Historic Sites



Heartwood: Southwest Virginia's Artisan Gateway Abingdon, VA



Virginia Green is the Commonwealth of Virginia's campaign to promote environmentally-friendly practices in all aspects of Virginia's tourism industry. **Virginia Green** has established "core activities" specific to each sector of tourism, and these practices are considered the required minimum for participation in the program. However, **Virginia Green** encourages its participants to reduce their environmental impacts in all aspects of their operations, and this profile provides a full list of all their "green" activities. These are the activities that guests / customers can expect to find when they visit this facility.

Heartwood: Southwest Virginia's Artisan Gateway

Heartwood is your gateway to Southwest Virginia featuring craft, heritage music, and regional food and wine.

From the beginning of this project, we wanted to be sustainable and locally driven. We constructed the building with a low carbon footprint by using regionally sourced materials, and we kept going from there!

Heartwood exclusively sells arts and crafts, food, coffee, and wine from the 19 counties and 4 cities of Southwest Virginia. Any items not sourced from the region are from Virginia or U.S.

Virginia Green Activities

This facility pledges that they:

Recycle.

- Glass bottles
- Cardboard
- Plastic bottles
- Aluminum cans
- Steel cans
- Newspapers
- Office paper
- Printer/copy machine toner cartridges
- Fluorescent lamps (may be required by law)

- Batteries (may be required by law for NiCad and Lead-Acid)
- Electronics equipment - computers, etc. (may be required law)

Minimize the use of disposable food service products.

- Use disposable food service items that are made with recycled content
- Use disposable food service items that are recyclable in your area
- Please list the disposable food service products that are used at your facility: (*required for Virginia Green*) Cups, plates, napkins, and cutlery are used for takeout and special event only

Reduce solid waste.

- Track overall solid waste costs (*required for Virginia Green*)
- Have an effective food inventory control system to minimize waste

Dining room (or during meetings/events)

- Use cloth napkins
- Provide condiments, cream and sugar, etc. in bulk
- Use water pitchers to minimize the use of single-use bottles

Restrooms

- Use bulk soap dispensers in public restrooms
- Use high-efficiency hand-dryers
- Purchase recycled-content paper-towels and toilet paper

Office

- Remove facility and staff names from junk mail lists when possible
- Reuse scrap paper for notes
- Purchase recycled paper with a high-percentage recycled content
- Make double-sided photocopies and avoid making extra photocopies
- Use electronic correspondence and forms when possible

Buildings and grounds

- Use green cleaning products that are dispensed in bulk
- Install carpet with sustainable or recycled content and low-VOC adhesives
- Use reused building materials or those from sustainable sources
- Use latex, low or no-VOC paints
- Properly recycle and/or dispose of thinners and solvents (required by law)
- Perform preventative maintenance on all appliances, HVAC systems, plumbing, and vehicles
- Use integrated pest management (IPM)
- Minimize use of pesticides and herbicides in landscaping

Use water efficiently.

- Track overall water usage and wastewater costs (*required for Virginia Green*)
- Perform preventative maintenance to stop drips and leaks
- Use water-flow metering to discover leaks and areas of high use
- Have installed:

- High efficiency dishwashers
- Low flow faucets and showerheads (use less than 2.5 gallons per minute)
- Low flow toilets (use 1.6 gallons per flush or less)
- Waterless urinals
- Automatic faucets or toilets in public restrooms
- Have an effective landscape management plan that includes one or more of the following:
 - Utilizes native species
 - Minimizes lawn areas
- Have an effective stormwater management plan that includes one or more of the following:
 - Rain gardens
 - Minimization of impervious areas (paving, concrete, etc.)
 - Pervious pavement

Conserve energy.

- Track overall energy bills (*required for Virginia Green*)
- Have had an energy audit to identify efficiency opportunities within the past 12 months
- Have established a numeric goal to reduce energy usage over time
- Calculate the environmental impacts of the facility's energy usage by using a pollution calculator
- Have installed ENERGY STAR-rated windows and doors
- Regularly perform preventative maintenance on HVAC system
- Have installed a high efficiency HVAC system
- Have installed geothermal heating and cooling

Lighting

- Use natural lighting

Source of energy

- Use lighting sensors to turn on/off lights
- Use occupancy sensors to turn on/off lights
- Have adopted a policy/practice to turn off lights in unoccupied rooms
- Have installed high efficiency fluorescent ballasts and lamps (T-5 and T-8)
- Have installed LED Exit Signs
- Have installed directional (downward-facing) lighting in parking areas and other outdoor areas
- Use ENERGY STAR qualified appliances (commercial kitchens, heating and cooling, consumer electronics)
- Use ENERGY STAR qualified office equipment (computers, monitors, copiers, printers, etc.)
- Have adopted a policy/practice to turn off fans, computers, monitors and other devices in unoccupied rooms at the end of the workday or when otherwise not being used
- Achieved LEED certification at the ____ level during the facility's construction
- Other actions taken related to energy conservation & efficiency: LEED certified!

Offer a green events package

- Include the availability of "green meetings / conferences" in marketing packages (see the factsheet on Environmentally - Responsible Conferences and Events)

- Other activity: Resuable plates, locally sourced food and refershment, recycling, and enegy efficient meeting space.



For more information on **Heartwood: Southwest Virginia's Artisan Gateway** , see www.heartwoodvirginia.org or contact Alex Vaetch at marketing@heartwoodvirginia.org or 276-492-2400.

For more information on the Virginia Green program, see www.deq.state.va.us/Programs/PollutionPrevention/VirginiaGreen.aspx.



Virginia Green is a partnership supported by the Virginia Department of Environmental Quality, the Virginia Hospitality & Tourism Association, and the Virginia Tourism Corporation.

